

# Cost-efficient IP telephony

*In 2003 analysts predicted that the market for hosted Voice over Internet Protocol (VoIP) would reach USD 36.5 billion in 2008. In Europe, Centile SA is targeting industry leadership in this exciting growth market with its lead product, Centile Intraswitch. This technology allows telecommunication operators and service providers to offer enterprises and residential end-users, using IP, complete telephony services including PBX features, Interactive Voice Response, Automatic Call Distribution and CTI Applications. "We've already established a prominent position in Europe and we fully expect to continue to build on that position on a global scale," comments Shahal Khan, Chief Executive Officer for Centile.*

Shahal Khan has over ten years of experience in the international telecommunications sector, with a focus on Europe and the Middle East. He is a published advocate on VoIP and is a commentator at industry events, and it thus comes as no surprise that he believes in the potential of VoIP in general and in that of Centile in particular. Khan joined the company last year, aiming to speed up their commercialisation process. "Centile was founded in 1997 and over the years has had to transform from a Research and Development facility into a fully-fledged commercial business," adds Mr. Khan. "Initially their software was designed only for business use, but we've made the strategic decision to

place greater emphasis on large carriers and service providers. That decision is now paying off."

Khan stresses that Centile has indeed already developed a strong foothold in northern Europe, with significant operational deployments at Song Networks, one of the largest Scandinavian Internet Service Providers, Elisa Communication, a major Finnish Telecommunications Operator, and Rabbta AB, a Swedish telecommunications company. "Our technology enables telcos to offer their customers advanced communication services at an outstanding price-value ratio," states Mr. Khan. "What sets us apart from the competition is the feature richness, flexibility and ease of operation of our technology. Comparing different

IP Telephony solutions, Centile really stands out when it comes to upfront investment and manageability."

Khan goes on to explain that the leading product, Centile Intraswitch, is the result of many years of R&D in the field of IP Telephony and JAVA-based state-of-the-art technology. Centile Intraswitch includes IPBX server, multiple IP-telephony protocols (MGCP, SIP, SCCP), embedded NAT-traversal capabilities, ENUM support for on-net/off-net call triggering, LCR (Least Cost Routing), proxy, CDR, powerful service management capabilities, a complete telephony feature set, and open interfaces for value-added service development. Equally important is that Centile's technology is fully compatible with CISCO; 40% of today's VoIP deployments use CISCO technology. It means that Centile Intraswitch is both ready to deploy today and ready for next generation networks and services. By providing higher availability, reduced price-per-seat, lower operational costs through web, customer and user self administration, higher flexibility, reduced costs for moves, adds and changes, better scalability and innovative value-added services, Centile indeed seems to offer a key solution for telecommunication companies. ■

*Shahal Kahn, Chief  
Executive Officer  
for Centile SA*



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